

# Leveraging the Net

A bulletin for Association Professionals

Issue 9 – Online Polls

## Online Polling? Yes or No

Online polls offer associations the opportunity to be inclusive with their respective constituents. They also add a dynamic element to the website. Not only does the website become interactive it also adds incentive for visitors to return to see what new polls may come online next! Many web surfers are interested to see how their opinions compare with those of their peers.

A poll typically offers instantaneous feedback to the individual completing the poll by providing a visual and numeric summary of all responses. Furthermore the number of times an individual can complete a poll can be limited to maintain validity.

The uses and benefits of using an online polling tool are numerous. How an online poll is used depends, to some extent, on the type of association. Every association varies in its audience(s) and objectives. Some examples of the way a poll may be used by different organizations include:

### Industry Association Website

- Solicit feedback on the current issues of the day
- Obtain consensus on an issue (can be with member only access)
- Solicit feedback on association performance

### Consumer Promotion Website

- Test the product savvy of the audience with consumer awareness polls
- Run a contest
- Share public opinion

### Social Awareness/Public Interest Group

- Generate statistics that can support your position
- Raise the profile of an issue by featuring a poll

- Determine direction through public input

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- Determine direction through public input

Polls provide a simple yet powerful tool for associations. They are interactive, attractive, intriguing, and deliver useful results.

Be creative - use an online poll to leverage the Internet for your member value!